



## Arlington Commission for Arts & Culture

Date: Tuesday, July 7, 2020

Time: 7:05-8:45p

Location via Zoom:

Join Zoom Meeting

<https://zoom.us/j/98029950128>

Meeting ID: 980 2995 0128

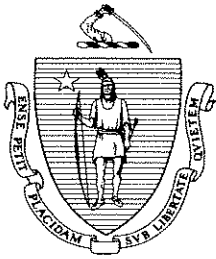
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### Agenda

- |    |   |            |
|----|---|------------|
| 1. | Attendance, Remotely Conducted Open Meeting Ground Rules                            | 7:05-7:20p |
| 2. | Approval of May minutes   | 7:20-7:25p |
| 3. | Nomination of Stephanie Marlin-Curiel as Secretary                                  | 7:25-7:30p |
| 4. | Working group for Evaluation of progress on Operations Plan                         | 7:30-7:40p |
| 5. | Impact on artist studios of proposed redevelopment of<br>1165R Massachusetts Avenue | 7:40-8:00p |
| 6. | FY21 Proposed Program   | 8:00-8:25p |
| 7. | Review of Updates Provided Prior to Meeting   | 8:25-8:35p |
| 8. | New Business<br>FY21 meeting dates  | 8:35-8:45p |



OFFICE OF THE GOVERNOR  
**COMMONWEALTH OF MASSACHUSETTS**  
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**CHARLES D. BAKER**  
GOVERNOR

**KARYN E. POLITO**  
LIEUTENANT GOVERNOR

**ORDER SUSPENDING CERTAIN PROVISIONS  
OF THE OPEN MEETING LAW, G. L. c. 30A, § 20**

**WHEREAS**, on March 10, 2020, I, Charles D. Baker, Governor of the Commonwealth of Massachusetts, acting pursuant to the powers provided by Chapter 639 of the Acts of 1950 and Section 2A of Chapter 17 of the General Laws, declared that there now exists in the Commonwealth of Massachusetts a state of emergency due to the outbreak of the 2019 novel Coronavirus ("COVID-19"); and

**WHEREAS**, many important functions of State and Local Government are executed by "public bodies," as that term is defined in G. L. c. 30A, § 18, in meetings that are open to the public, consistent with the requirements of law and sound public policy and in order to ensure active public engagement with, contribution to, and oversight of the functions of government; and

**WHEREAS**, both the Federal Centers for Disease Control and Prevention ("CDC") and the Massachusetts Department of Public Health ("DPH") have advised residents to take extra measures to put distance between themselves and other people to further reduce the risk of being exposed to COVID-19. Additionally, the CDC and DPH have advised high-risk individuals, including people over the age of 60, anyone with underlying health conditions or a weakened immune system, and pregnant women, to avoid large gatherings.

**WHEREAS**, sections 7, 8, and 8A of Chapter 639 of the Acts of 1950 authorize the Governor, during the effective period of a declared emergency, to exercise authority over public assemblages as necessary to protect the health and safety of persons; and

**WHEREAS**, low-cost telephone, social media, and other internet-based technologies are currently available that will permit the convening of a public body through virtual means and allow real-time public access to the activities of the public body; and

**WHEREAS** section 20 of chapter 30A and implementing regulations issued by the Attorney General currently authorize remote participation by members of a public body, subject to certain limitations;

**NOW THEREFORE**, I hereby order the following:

(1) A public body, as defined in section 18 of chapter 30A of the General Laws, is hereby relieved from the requirement of section 20 of chapter 30A that it conduct its meetings in a public place that is open and physically accessible to the public, provided that the public body makes provision to ensure public access to the deliberations of the public body for interested members of the public through adequate, alternative means.

Adequate, alternative means of public access shall mean measures that provide transparency and permit timely and effective public access to the deliberations of the public body. Such means may include, without limitation, providing public access through telephone, internet, or satellite enabled audio or video conferencing or any other technology that enables the public to clearly follow the proceedings of the public body while those activities are occurring. Where allowance for active, real-time participation by members of the public is a specific requirement of a general or special law or regulation, or a local ordinance or by-law, pursuant to which the proceeding is conducted, any alternative means of public access must provide for such participation.

A municipal public body that for reasons of economic hardship and despite best efforts is unable to provide alternative means of public access that will enable the public to follow the proceedings of the municipal public body as those activities are occurring in real time may instead post on its municipal website a full and complete transcript, recording, or other comprehensive record of the proceedings as soon as practicable upon conclusion of the proceedings. This paragraph shall not apply to proceedings that are conducted pursuant to a general or special law or regulation, or a local ordinance or by-law, that requires allowance for active participation by members of the public.

A public body must offer its selected alternative means of access to its proceedings without subscription, toll, or similar charge to the public.

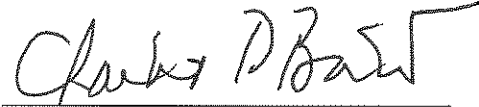
(2) Public bodies are hereby authorized to allow remote participation by all members in any meeting of the public body. The requirement that a quorum of the body and the chair be physically present at a specified meeting location, as provided in G. L. c. 30A, § 20(d) and in 940 CMR 29.10(4)(b), is hereby suspended.

(3) A public body that elects to conduct its proceedings under the relief provided in sections (1) or (2) above shall ensure that any party entitled or required to appear before it shall be able to do so through remote means, as if the party were a member of the public body and participating remotely as provided in section (2).

(4) All other provisions of sections 18 to 25 of chapter 30A and the Attorney General's implementing regulations shall otherwise remain unchanged and fully applicable to the activities of public bodies.

This Order is effective immediately and shall remain in effect until rescinded or until the State of Emergency is terminated, whichever happens first.

Given in Boston at 6:40 PM this 12th day of  
March, two thousand and twenty.

A handwritten signature in dark ink, appearing to read "Charles D. Baker". The signature is written in a cursive, flowing style. The first name "Charles" is written in a larger, more prominent script, followed by "D." and "Baker". The signature is positioned above a horizontal line.

CHARLES D. BAKER  
GOVERNOR  
Commonwealth of Massachusetts



## **Arlington Commission for Arts & Culture**

Date: May 27, 2020

Time: 7:00-9:00p

Location: Zoom

### **Minutes**

**Attending:** Adria Arch, Cristin Canterbury Bagnall, Tom Davison, Stewart Ikeda, Lidia Kenig-Scher, Stephanie Marlin-Curiel, Steve Poltorzycki, Aneleise Ruggles

**Guests:** Ali Carter, Terry Holt, Jeff Timperi, and Cecily Miller, Tom Formicola

**Absent:** Beth Locke, Andrea Nicolay

Meeting called to order at 7:05pm

### **Approval of March minutes**

Minutes approved, with Tom Davison abstaining.

### **Jeff Timperi elected to ACAC.**

Jeff Timperi was unanimously elected as a Commissioner representing the Grants Committee.

### **Fox and Owl Film Festival – Cecily Miller update**

- Fox Film festival as a virtual replacement for the Fox Festival, but after several interviews with the Animal Control Officer (Dianne), which were conducted with her owl, the owl got added. Both are symbols of urban wildlife.
- Working with Artist Kari Percival, who made two puppets, a fox and an owl. People are being invited to make the puppets from templates and make movies with them or just play with them at home. Can cut a cereal box into a frame.
- Online Filmmaking workshops arranged through ACA and Fox Library.
- Other ideas include souvenir photos, art for your window, adding Fox and Owl to a collage and adding a message for your neighbors.
- Fulfills Town's interest in providing engaging content for families with young children while they are home.
- Timelines: Call to Arlington families would happen in early June. Workshops to take place 10<sup>th</sup> or 11<sup>th</sup> of June at the Fox Library and ACA.

Films would be due by the end of the month or mid July. Then we would have watch parties, facebook live stream, etc.

- Including local businesses would be a great partnership opportunity. Fox and Owl could go to businesses and visit, ask what they are serving.
- Discussion of whether and under what circumstances Fox and Owl should wear masks. It was decided that when Fox and Owl are literally out in the community, in or in front of stores, that they should be wearing masks. When they are in home, imaginary play situations, no masks needed.
- Question was raised whether the festival should be promoted beyond Arlington. No decision made but people were leaning in the direction of this being a local festival.
- Suggestion to take advantage of the Amazing Arlington network to spread the word, and Green Team is making a PSA
- Stephanie volunteered to do posting to parent lists and facebook pages.
- Greg Cook, photographer, is PR person for Cambridge Arts Council and willing to help.
- Town leaders can do episodes with Fox and Owl too.

### **Michelle Lougee**

- 6 videos went live to help people crochet art components at home.
- Michelle has started creating wire infrastructure and components are trickling in.
- Now that the project has gone virtual, some participants are coming from other areas as far as New Orleans!
- Arts Arlington Creates is a new facebook group set up for the Michelle Lougee project, but can be used in the future.
- Discussion of a partnership with ACMI to distribute videos
- Need for a media plan to include ACMI, Amazing Arlington and past participants

### **Grants Committee update with Jeff Timperi**

- Current Memberships – 5 members including Jeff who is cycling off in January. We are anticipating two additional members. 5 is the minimum number
- Impacts – MCC has been given flexibility to revise projects or provide time extensions. Grants committee is getting lots of revisions now. They review them trying to be as flexible as possible. Authors Salon – virtual, Fox festival – online, etc.
- In July and August Grants Committee receives allocation. Jeff is anticipating a sharp decrease. As a group, the Grants Committee is going to think about how we view projects if we have a sharp decrease.
- Question was raised as to whether it would be helpful for ACAC to do a Zoom workshop for grantwriting. Grants Committee will discuss at June meeting.

- Suggestion to ask LCC listerv if other Councils have successfully done an online Grantwriting session. Ali said she could set up a zoom for them if they decide to do it.
- Jeff anticipates a quorum for the June meeting

## **Budget**

- Revenue has been reduced by \$7,500 because planned ACAC fundraisers were all scheduled for this time period and had to be cancelled because of the pandemic. Business donations were also reduced, but individual and nonprofit organizations (Friends of the Fox) surpassed budget projections.
- We have accordingly reduced our expenses by \$10,000
- Approaching the end of the fiscal year in a month. We have taken that into account as to how we access funding for invoice.
- Any invoice that comes in, unless there is reason not to, hits against the town allocation so we can be sure to use town money by the end of the year. APA expenses for example are now hitting against Town Allocation, since APA is a revolving fund. At some point, we will merge those accounts.
- There was a \$700 carryover from last year's Cultural District Money.
- As of the last town account, we had \$17,500 town funds left. Since then, \$8,000 in invoices are in process. Once all our expenses hit, we will have \$1,500 left of Town Money, which we will be able to spend by the end of the Fiscal Year.

## **Commission membership update**

- As announced at the March meeting, Kimberley Harding has resigned her role on the Grants Committee and the Commission
- Jeff Timperi was elected from the Grants Committee to the Commission to replace Kimberley Harding. Jeff's Grants Committee/ACAC term will end January 2021.
- Anneliese Ruggles will be leaving the Commission at the end of June to focus more on her role at the ACA, but will continue to serve on the Marketing and Community Engagement Sub-committees.
- We currently have two open seats on the Commission and need to post a notice.

## **New Business**

- **Chairful** is postponed and will be a virtual event. Amazing Arlington is a good route to cast about for volunteers
- Stewart volunteered to help look for an auction platform. Cristin Bagnall and Tom Formicola also offered to be on the task force.
- Chairful is being extended to a week online. Maybe last week of August leading into Labor Day weekend, since fall is election season and there could be a second wave.

- Tom Davison raised the idea of a **summer drive- in film or concert**. Using St. Camilla's Parking Lot or Poet's Corner or Russell Commons Lot. The public would buy parking spaces. Ali Carter mentioned the town is already talking about this as part of the economic recovery project. What are the next steps? Ali is putting package together for the BOS. You would apply as an organization like ACAC or AIFF to hold a nonprofit fundraising event in on one of the dates and locations identified. This has to happen within the phasing of the reopenings. Drive in movies happened in phase 1. Not much time to plan ahead.
- On May 4, the Select Board created **Arlington Economic Recovery Task force**, with representatives from various organizations and businesses including Cristin and Tom F.
- Adria proposed a **Zoom session for local arts orgs** to talk about how to help other non-profits to found out how they are doing. Tom F. just participated in a similar conversation of exec directors of arts organizations in the region. They talked about resources and how they are doing. Stephanie will give Adria the list. Stephanie, Tom and Adria will construct this online. This does not overlap with the econ recovery task force. It is a follow-up to our nonprofit summit in the fall and the follow-up work we were doing at the beginning of this calendar year.
- **Artlinks is convening artists online** about how they are doing. June 2 – next meeting of artists. Artist are active and thriving. More time in the studio, people are selling. All galleries are doing online exhibits. Performing arts are having a harder time.
- **Importance and Visibility of the arts during this pandemic.** Tom Davison raised this point as a silver lining and a future talking point. Arts are much more visible. Music, visual arts, the amount of content that is available online has increased dramatically. When we are past this, remember that in our conversations when making the case for the arts. As a society, the arts took on that visibility and sustained us.
- We need to choose a representative for **Poet Laureate Committee**. We can either have a Commissioner serve or choose someone to nominate. Lidia as an artist representative is willing to serve on the Poet Laureate Committee.

Meeting adjourned at 9:25pm

ACAC Operations Plan				
FY20 - FY22				
<b>GOALS</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>Arts and Culture Action Plan Goal Alignment</b>
<b>GOAL 1: Present Art and Performance in Public Spaces</b>				
Create original programming in public spaces that is additive and puts artists and audiences in direct relationship	Execute public art plan as documented in public art curator's scope of work	Execute FY21 program plan developed to advance Strategic and Cultural Plan goals	Execute FY22 program plan developed to advance Strategic and Cultural Plan goals, and in accordance with the Public Art Master Plan	4.5
	Present expanded Garage Band culminating Porchfest			
	Present Live Arts Arlington townwide with expanded promotion in Spring 2020			
	Continue to identify opportunities to incorporate public art into town projects.	Continue to identify opportunities to incorporate public art into town projects.	Continue to identify opportunities to incorporate public art into town projects.	3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.14, 3.15
	Begin work toward Public Art Master Plan	Retain consultant and develop Public Art Master Plan	Launch Public Art Master Plan	
	Create program plan for FY21. Consider including 1-2 new pilot programs and 1-2 new partnership initiatives	Create program plan for FY22. Consider including 1-2 new pilot programs and 1-2 new partnership initiatives	Create program plan for FY23. Consider including 1-2 new pilot programs and 1-2 new partnership initiatives	4.1, 4.5, 4.6, 6.1
Establish evaluation practices for ACAC programming	Work with the Department of Planning and Community Development and MAPC to establish evaluation metrics, tools and practices.	Implement evaluation tools and practices	Refine and maintain evaluation practices for ACAC programming	3.1, 3.2, 3.3, 3.4
	Begin consistent practice of attendee data collection at ACAC events.	Define and maintain consistent practice of attendee data collection at ACAC events.	Refine and maintain consistent practice of attendee data collection at ACAC events.	

<b>GOAL 2: Develop Infrastructure to support Working Artists and Arts Organizations</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
Act as a resource, advocate and facilitator for individual artists and arts organizations in Arlington	Proactively solicit feedback from local arts organizations on artsarlington.org, and directly invite people to post. Develop understanding of what would be most useful to arts organizations through 1-2 meetings	Convene 1-3 facilitated conversations with local arts organizations around topics they have identified as benefiting from cross-sector collaboration.	Convene 1-3 facilitated conversations with local arts organizations around topics they have identified as benefiting from cross-sector collaboration.	6.2, 6.5
	Convene conversation with arts organizations about data collection in partnership with DPCD	,	Maintain shared practices around data collection and communications	3.3, 3.4, 3.5, 3.13
	Explore pathways and partners for artist census	Conduct an artist census and work with ArtLinks to define additive ACAC role with artistic stakeholders	Take 1-2 actions in response to artistic census. In collaboration with ArtLinks, continue to refine and implement additive ACAC role with artistic stakeholders	
	Apply learnings for Live Arts Arlington to advocate for revisions to Street Performance Statute	Make Street Performance Statute more broadly visible, to encourage artists to self-present on the streets of Arlington		2.4
		Develop a plan to expand rehearsal, performance, creative and exhibiton space access for individual artists and collectives	Advocate for increased access for individual artists and collectives to rehearsal, performance, creative and exhibition space	3.7, 3.12
			Explore and evaluate the evolution of ACAC's role since re-establishment in preparation for formal 5-year report.	

Act as a resource for the town, making sure the arts have a seat at the table of community planning and public policy.	Work closely with DPCD to identify future opportunities for ACAC to partner to advance policy priorities	Work closely with DPCD to identify future opportunities for ACAC to partner to advance policy priorities	Work closely with DPCD to identify future opportunities for ACAC to partner to advance policy priorities	3.7, 3.11
	Use existing town channels to communicate role to town entities. Identify 3-6 town entities to meet with to explore collaborations.	Continue to build on relationships developed in Year 1. Identify 2-4 new town entities to meet with to explore collaborations.	Continue to build on relationships developed in Years 1 and 2. Identify 2-4 new town entities to meet with to explore collaborations.	
	Learn how responsibility for the arts is managed in comparable towns. Develop models for consideration in Arlington.	Advocate for town staff position focused on the arts and arts policy		
<b>GOAL 3: Practice Cultural Equity and Inclusion</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
Ensure that ACAC is demographically representative of Arlington	Analyze town census data so we understand the demographics of Arlington and surrounding communities. Consider the demographic diversity of the commission in appointing new commissioners	Consider the demographic diversity of the commission in appointing new commissioners	Consider the demographic diversity of the commission in appointing new commissioners	3.2, 3.4, 4.1, 4.2, 4.3
Develop policies and practices of cultural equity and inclusion that expand accessibility of and participation in the arts in Arlington	Evaluate who benefits from and participates in our current programming. Develop 1-3 new strategies to invite audiences we are not currently reaching.	Find a new way to evaluate who benefits from and participates in our current programming. Develop 1-3 new strategies to invite audiences we are not currently reaching.	Find a new way to evaluate who benefits from and participates in our current programming. Develop 1-3 new strategies to invite audiences we are not currently reaching.	
	Take evaluation results into consideration in developing new programming.	Take evaluation results into consideration in developing new programming.	Take evaluation results into consideration in developing new programming.	
	Take evaluation results into consideration in planning marketing.	Take evaluation results into consideration in planning marketing.	Take evaluation results into consideration in planning marketing.	

Develop policies and practices of cultural equity and inclusion that expand accessibility of and participation in the arts in Arlington (continued)		Identify and convene a group within ACAC responsible for ensuring the fair distribution of programmatic, financial and informational resources.	Develop consistent practices to ensure the fair distribution of programmatic, financial, and informational resources.	
			Identify 1-3 ways to invite non-arts community organizations into the development of arts policy.	
<b>GOAL 4: Position Arlington as a Cultural Destination</b>				
Build Arlington's reputation as progressive, inclusive, supportive destination for public engagement with arts & culture	Create strategic blueprint to effectively promote ACAC "Signature Activities" including media outreach, social media, and town communications channels	Practice and refine promotional plan laid out in strategic blueprint.	Develop platforms for effectively capturing and promoting the majority of arts & cultural activities in town	1.6
	Create branding and communications guidelines to clearly communicate ACAC's identity, consistent with its mission	Develop collateral and opportunities to promote brand and continue integration of constituent subentities into a cohesive ArtsArlington brand		1.6
	Identify key creative, marketing and technical roles needed to promote ACAC brand and activities	Build creative team, vendors, and media contacts who can cost-effectively promote ACAC brand and activities		1.6
	Identify and put into practice 1-2 ways to increase routine artist, business and consumer awareness of ACAC branded offerings	Continue efforts to identify and Increase routine artist, business and consumer awareness of ACAC branded offerings	Increase routine artist, business and consumer use of ACAC branded offerings	1.6
	Activate and promote the Cultural District in creative, innovative ways.	Building on past programs, find 1-2 new ways to activate and promote the Cultural District.	Building on past programs, find 1-2 new ways to activate and promote the Cultural District.	

Build Arlington's reputation as progressive, inclusive, supportive destination for public engagement with arts & culture (continued)	Investigate partnership and coop advertising opportunities with simpatico businesses, other town entities, and regional arts resources	Expand relationships with arts-friendly entities in Arlington and neighboring towns to build successful models out of "quick wins"	Establish Arlington as a driver of and beneficiary of regional cultural destination marketing -- Bike Path, Battle Road Byways, MBTA routes, town partnerships	1.8
Act as a resource, advocate and support for arts outside Arlington	Participate in 1-2 actions supporting the arts and networking meetings with regional LAAs, convenend by MassCreative, MCC, NEA, Americans for the Arts.	Participate in 2-3 actions supporting the arts and networking meetings with regional LAAs, convenend by MassCreative, MCC, NEA, Americans for the Arts. Identify ways to bring Arlington organizations into these conversations.	Participate in 3-4 actions supporting the arts with regional, statewide and national impact, with LLA, MassCreative, MCC, NEA, Americans for the Arts. Expand ways to bring Arlington organizations into these conversations.	1.8
Craft a story about the value of ACAC and create collatoral to support	Participate in crafting messages and presentations to public, as well as town, regional, state entities. Create guidelines for usage.	Guide presentation of effective annual report, TMM/School/FinComm presentations		
	Create partnerships with organizations outside the arts sector to support and promote ACAC goals	Identify and pursue 1-2 partnerships that extend beyond Arlington, such as Bike Path Anniversary, MBTA BRT, Battle Road Scenic Byways		1.8, 1.11, 4.1, 4.2, 4.3, 4.6, 5.3, 5.4, 5.6, 6.4, 6.5

<b>GOAL 5: Advance Operational Stability and Financial Sustainability</b>				
Systematize and document financial, recruiting, planning, communications and staffing practices	Develop 3-year Operations Plan with corresponding budget and org chart	Review, update and extend Operations Plan and budget	Review, update and extend Operations Plan and budget	1.9
	Establish basic shared understanding of bylaws, terms and term limits. Recruit additional commissioners to fill empty seats.	Establish recruitment practices. Recruit commissioners to fill empty seats	Review and update bylaws. Refine recruitment practices. Recruit commissioners to fill any empty seats.	
	Meet Fin Comm's expectations of financial reporting and prepare report for Town Meeting. Advocate for town investment in the arts and level funding for ACAC.	Standardize financial policies and procedures and develop concrete, Commission-wide shared understanding. Create sustainable, useful payment accounts and forms.		1.1, 1.9, 3.2, 3.3, 3.4
	Develop internal calendar of activities and prioritize -- "signature" events, smaller partner events, etc.	Refine and update internal calendar of activities	Refine and update internal calendar of activities	4.1, 4.3, 4.5, 6.1
	Standardize physical and digital storage and develop concrete, Commission-wide shared understanding	Create inventories for physical and digital storage	Update inventory and maintain storage plans	1.11, 2.2, 2.7, 2.9, 3.1, 3.6, 3.11
	Recruit volunteers for Live Arts Arlington. Put up a profile on Give Back Time; invite 1-2 non-commission members to join each subcommittee.	Establish the role of Volunteer Coordinator and recruit a commissioner for that role.	Develop a staffing (volunteer and paid) plan that includes analysis of needs for Commission and subcommittees	

Systematize and document financial, recruiting, planning, communications and staffing practices (continued)	Broaden support and investment in Grants Reception	Host Open House event that would allow potentially interested participants to learn about ACAC and be recruited for specific tasks aligned with interests; recruit AHS, Arlington Catholic, retirees, others who can fill support roles.	Host second annual recruitment Open House	
	Clarify internally how APA, CDMF and ACAC funds are solicited, collected, and used.	Consolidate and simplify as much as possible. Refine public materials to match		
	Establish payment mechanism for online advertising and implement			
	Establish responsibility for mailing list. Qualify existing email addresses obtained through Cultural Plan. Coordinate with donor tracking.	Maintain and grow mailing list through opt-in campaigns, events, and partnerships	Maintain mailing list	
	Establish content submission, intake, curation and management processes and expectations			
	Begin needs assessment on website and newsletter with input of all key stakeholders	Finalize needs assessment. Plan, fundraise, and recruit for website and newsletter developments/upgrades that are needed and sustainable	Evaluate and optimize website and newsletter effectiveness, usability, marketability, and sponsor value	
Increase fundraising capacity and diversify funding sources	Recruit new commissioners with passion for fundraising.	Establish fundraising committee	Increase capacity of fundraising committee	1.2, 6.3
	Set up donor spreadsheet. Populate it with past APA and ACAC donors. Coordinate with mailing list.	Increase number of donors and amount of donations. Create donor database.	Increase number of donors and amount of donations. Maintain donor database.	1.1, 1.2

Increase fundraising capacity and diversify funding sources (continued)	Make appeal for donations in December newsletter	Compose and send appeal letter	Resend annual appeal	
	Define acknowledgment practices for local businesses and create and implement plan to fulfill	Refine acknowledgment practices and maintain fulfillment	Refine acknowledgment practices and maintain fulfillment	1.1
	Define acknowledgment practices for individuals and create plan to fulfill	Refine acknowledgment practices and maintain fulfillment	Refine acknowledgment practices and maintain fulfillment	
	Host 1-2 house parties to garner individual donations	Host 2-3 fundraising events to garner individual donations	Host 2-3 fundraising events to garner individual donations	
	Establish consistent practice of soliciting donations at ACAC presented activities	Refine and maintain practice of soliciting donations at ACAC presented activities	Refine and maintain practice of soliciting donations at ACAC presented activities	
	Work with the Chamber of Commerce to create an after-hours event and solicit interest in business support of art in public spaces	Attend annual after hours Chamber of Commerce event to solicit business support of art in public spaces	Attend annual after hours Chamber of Commerce event to solicit business support of art in public spaces	
	Collect stats, testimonials and presentation materials for outreach to business partners	Create business partners pitch materials with testimonials and stats illustrating the value proposition for businesses partnering in the arts	Solicit Key Business Partners to regularly support signature events and actively participate in arts activities	
		In coordination with ATED and CDMP, Fundraising Committee establish full list of local businesses to approach for \$1000+ sponsorships. Make at least 10 approaches (including renewals) and acknowledge donations	Refine case for business support of art in public spaces. In coordination with ATED and CDMP, Fundraising Committee to make at least 20 approaches (including renewals) and acknowledge donations	
	Support DPCD's work defining and advocating for a percent for art as part of the Capital Planning Budget			1.1

Increase fundraising capacity and diversify funding sources (continued)	Maintain current grant applications for support of Public Art	Research additional grant opportunities. Apply for 1-3 additional grants	Research additional grant opportunities. Apply for 1-3 additional grants	1.1
	Apply for ACC grant to support Live Arts Arlington	Research additional grant opportunities. Apply for 1-3 additional grants	Research additional grant opportunities. Apply for 1-3 additional grants	6.4



## **Arlington Commission for Arts & Culture Updates July 2020**

**Convening for Non-Profit Sector** – On June 22, ACAC hosted a Zoom meeting with representatives of nonprofit organizations townwide to provide updates on how their programs have been impacted by Covid-19 and discuss plans for the future. A recording of the proceedings [is here](#). Tom Formicola did a wonderful job moderating the conversation. The group agreed that it would like to convene quarterly and appreciates ACAC playing the convening role.

**Fox & Owl Tiny Film Festival** – Cecily Miller has done an extraordinary job completely re-envisioning the canceled Fox Festival as an asynchronous, extended virtual event, providing freely downloadable DIY kits for families to create window art, puppets, and videos at home, with accompanying wildlife education. Families can display their creations in a summer's end Film & Photo Festival, which is already seeing some submissions. Complete information, instruction, and materials [are here](#).

**ACAC Seeks new Commissioners and Committee Members:** [Published call](#) seeks residents who are passionate about the arts, especially those with specific interests in areas of fundraising and development, grant-making, digital media or marketing.

**Temporary Outdoor Fitness and Arts Licenses:** The Town has temporarily authorized use of Parks & Recreation lands for commercial use by arts-related businesses and individual artists. Details and instructions for applying [are here](#).

**Chairful Fundraiser:** Organizers are seeking simpatico organizations or businesses to serve as fiscal agent for purposes of creating a virtual, online arts auction as a fundraiser to support ACAC public art. Interested parties encouraged to contact Stewart Ikeda.

**Artist Studios Impact:** Background to proposed redevelopment of 1165R Massachusetts Avenue. [Reference Material](#) from Proposal to Town; [ACMI video](#) of SB Meeting (starts around 2:55:00); [Wicked Local Arlington](#) article; [YourArlington](#) article

**Youth Banner Update:** Banners are [now on display](#).

**Mass Creative:** In a June 29 feature "[Spotlight: Arlington Community Comes Together Through Art](#)": "The power of art and community shines its brightest in Arlington through the work of the ACAC...At MASSCreative, we are proud to highlight Arlington and ACAC's work not only as an example of the power of partnership in one specific moment, but also as a demonstration of how long-term relationship-building creates a culture that allows these inspiring moments to happen. The kind of engagement we see in Arlington is what motivates us to promote the importance of the arts & culture in connecting communities and creating joy through public art for all."

**Newsletter:** Latest one is out, and [packed with good info](#)